

# A Grace Filled Future

USCMA Town Hall Notes  
October 11, 2022

## Finance & Development

**Start:** This, the fifth of five Town Hall Meetings, was attended by 8 people and 15 registered. The meeting opened with a prayer to the Holy Spirit written for these meetings.

**Sr. Nancy Schramm, OSF** convened the meeting. She reviewed the work of the board, the changes in mission, the value of USCMA, the new mission statement, and restructuring.

*USCMA is a community of faith leaders engaged in networking, formation, and advocacy for God's mission.*

There was a brief discussion about including the word Catholic in the mission statement, and the natural tension of having a Catholic identity and an ecumenical stance, which is in the bylaws.

The focus of this Town Hall was finance and development for mission, particularly member organizations. USCMA wants to be a resource, and recognizes that fundraising often depends on networking, formation, and advocacy.

The two questions discussed were: 1) What current opportunities for funding exists that we have not fully explored for our missions? and 2) Are there creative ways we can harness the changes we are going through to support our missions into the future? Summaries are listed below, with full notes in the appendix.

### Group 1

This group discussed good development practices and assumed that the usual things like fundraising letters were being done. Name how USCMA can help individuals, groups, parishes, and dioceses by setting up twinning arrangements with parishes in other countries, arranging digital conversations with partners and overseas groups and linking groups to short-term mission opportunities. Communicating the new stance of USCMA and funding the organization were also discussed, with suggestions that emphasize recruiting marketing expertise and performing analysis of the member/donor database for high-wealth donors and those who can offer legacies in their will.

### Group 2

Recognizing the importance of volunteers, that not every position can be funded but grass-roots fundraising can be very fruitful. Not everyone who gives needs/wants recognition. Grants are available for home missions via USCCB. Approaches that meet the culture where it is can work, like concerts and the "Missioners at Work" series that connect with people as a series of talks. Travelling mission exhibits. Measure the value of the work to put a price on it and market it. Develop a mission awareness retreat. **Remember that the mission of the church is to celebrate and proclaim the resurrection of Jesus Christ.**

*Don McCrabb*  
*October 20, 2022*

## USCMA Notes from Small Group 1 at Zoom Meeting 11 October 2022

### New Fund-Raising Possibilities:

1. The group assumed usual fund-raising things are being done: letters, etc.
2. How will we communicate our new stance after re-structuring?
  - A. Digital marketing
  - B. Maybe review what our present marketing group is doing for us now, and seek a new one
  - C. Get a marketing/development person on board, maybe a retired one?
  - D. Do some analysis of data base
3. Name publicly and applaud large donors—ask for legacy gifts
4. Focus on top 100 donors—communicate/relate to them
5. FADICA: Book of funders for Catholic Activities—USCMA has consulted this resource but has no one to follow up.

### Focus on creative fund-raising

1. Name what USCMA can offer to groups and individuals and dioceses, e.g., set up twinning with parishes in the third world, arrange digital conversations with groups/partners overseas, help find opportunities for short-term volunteer/exposure experience, even though these are quite hard to do for missionaries. Some places, esp. in Central American are prepared for these.
2. Explore European funders: MISERIOR and MISSIO.

## **Notes from Group 2 – October 11, 2022**

Use Grass roots efforts.

Mission position does not require fund raising.

Limited funds to function/fund their operation. Has to work within the boundaries of the Diocese.

Seek out and use volunteers to make up for lack of staff.

Use supporters, donors, benefactors for mission awareness; they are our allies.

We don't get to do the hands-on fun stuff, we are middlemen. A lot of us don't get to experience mission (in the sense of going out and getting our hands dirty).

Suggested fundraising ideas: concert, entertainment that also educates on mission. Mission talk series (Missions at Work) including local and missionaries from abroad. Traveling mission education exhibit.

There are USCCB second collections to fund home missions. Apply for the grants. Grant writing - a tough sell for long-term office needs, best for one-time projects. They will not approve dollars to fund a position for 5 years, etc.

There are people out there willing to give money without recognition.

%'s kept from Propagation of Faith to fund local diocese has also diminished due to lower donations.

If you cannot measure value, you cannot put a price on it and market it.

The church has lost sight of mission. It is not what the Pastor does on Sunday.

Purpose of Church is to celebrate Jesus' resurrection and proclaim it. Only 32% of the world realizes that.

If the Church would raise registration for Catholic Schools/Faith Formation by \$5. This could fund schools/religious education in other countries.

Have a Mission Awareness Retreat.